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Live stock men over the entire west are forming the habit of INSURING THEIR LIVE STOCK IN TRANSIT. They do it for safety, economy and quick returns.

The Hartford Live Stock Transit Policy

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We are represented at all of the live stock markets in the United States and Canada, and locally by



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ALLIANCE, NEBRASKA

A. D. McIVOR,
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Hartford Fire Insurance Company
Live Stock Department

Stock Yards, - - - Omaha, Nebraska

Lincoln Rug Factory

Manufacturers---Cleaners

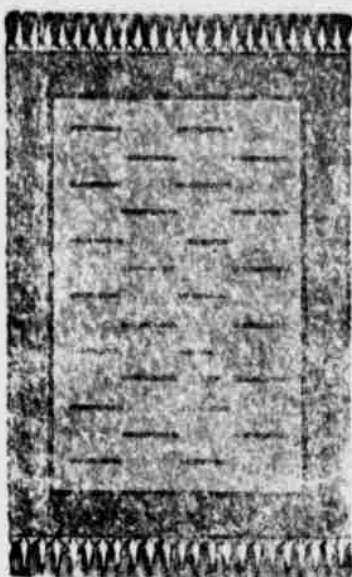
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Adopts New Feature

Enterprising Live Stock Commission Firm Will Use Series of Comic Cartoons in Advertising

The Inter-State Live Stock Commission Co. was incorporated six years ago, and has pushed to the front until it already takes its place among the leading live stock commission houses of the west. Its present officers were the incorporators, as follows: R. L. Reynolds, president; J. R. McPhail, vice president; C. F. Cox, secretary-treasurer. They were all experienced in the live stock selling business before the organization of the Inter-State L. S. Com. Co., having been almost brought up at the South Omaha market.

Mr. C. F. Cox, manager of the company, better known as "Chuck" Cox, is a firm believer in publicity and for some time past has been looking for a good means of getting his house properly before the ranchmen of western Nebraska. Having decided upon The Alliance Herald, in connection with The Nebraska Stockman, for that purpose, he will run a series of comic cartoons, representing the members of the company and employees, in connection with each of which something will be told about their individual work, thus bringing to the attention of readers in an interesting way some of the benefits and advantages that may be gained by shipping to the Inter-State.

A large advertisement containing a group of cartoons appears in this issue, and will also be published in The Alliance Herald of June 22. The series of individual cartoons will be commenced in The Herald, June 29, and continued about three months, being changed every week. Readers of the paper, especially those who are interested in shipping live stock, are invited to watch for this feature, which is sure to be a "fetching" one.

BIG GAIN FOR CATTLE FEEDERS

The men who have been feeding cattle in eastern Nebraska and western Iowa and marketing them within the last few weeks are wearing very broad smiles. They have good reasons for doing so, because of the gains they have made in the price of the stuff, as well as what they have put on in feeding.

F. B. Sheldon of Nehawka, Nebraska, recently sent two loads of beeves to the South Omaha market, which were sold by Allen Dudley & Company and are a good example of the gains that feeders have made both in weight and price. They averaged 1,305 pounds and brought \$9.75. The cattle were low grade and off colored steers picked up at South Omaha last fall at prices ranging from \$5.25 to \$5.75. They were fed in the usual way and made an average gain of over four hundred pounds per head. A gain of over four hundred pounds and an advance of \$4.50 per hundred weight in price makes the feeding of them very profitable.

Perkins County Gaining Recognition

T. H. Cromwell of Perkins County was on the Omaha market last month with two loads of cattle that were sold by Wood Bros., at \$10.00, the highest price ever paid in the month of May, in addition to being the top of the year, up to date. These cattle were raised and fed by Lee Lovett, from whom Mr. Cromwell bought them for shipment to market.

The thirty-two steers in the shipment averaged 1,597 pounds; twelve head out of that number, which were weighed separately, averaged 1,725 pounds, which at \$10.00 per hundred weighs \$172.50. They were fattened on alfalfa and snapped corn.

Mr. Cromwell was very proud of the fact that Perkins county could turn out cattle of that description, where land is worth only \$18.00 to \$20.00 per acre. They are growing considerable corn in Perkins county, with indications that the amount will be increased in the near future, and every bushel of it will be fed at home.